



New! Merit
Ultra Lights

TO: Field Management
FROM: H. B. Coleman
SUBJECT: Merit Ultra Lights
National Introduction

In order to meet the demands of the fast growing ultra low-tar market, we are ready to expand Merit, America's best selling low-tar, into the ultra low-tar category. In December we will begin our national introduction of Merit Ultra Lights with our management sell-in.

Today the ultra low-tar market is experiencing the same rapid growth pattern as did the low-tar market in the '70's. Merit Ultra Lights, a milder version of Merit, is lower in tar than 97 percent of all cigarettes.

Merit Ultra Lights, with only 4 mg tar and 0.4 mg nicotine, has the appeal and the taste to set it apart from other ultra low-tar brands. It is sure to become the brand for smokers who prefer an ultra low-tar cigarette.

To support and promote this packing, there will be an introductory allowance, an automatic distribution allowance for all direct accounts, and an extensive promotion for retail, including ten percent gratis on ten cartons and \$1.50 for set/sell placements. Special sell-in material and point-of-sale items have been prepared for your presentations backed by sampling and extensive media support for greater brand awareness. We will also feature Merit Ultra Lights in an A-1 Program and a Sampling Program, both starting in March. Details on these two programs will be sent to you shortly.

We believe Merit Ultra Lights will set a whole new standard in ultra low-tar smoking. With the proper presentation and distribution of the brand, this introduction will be the beginning of yet another exceptional effort in the launching of this superior ultra low-tar cigarette -- Merit Ultra Lights.

H. B. Coleman

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